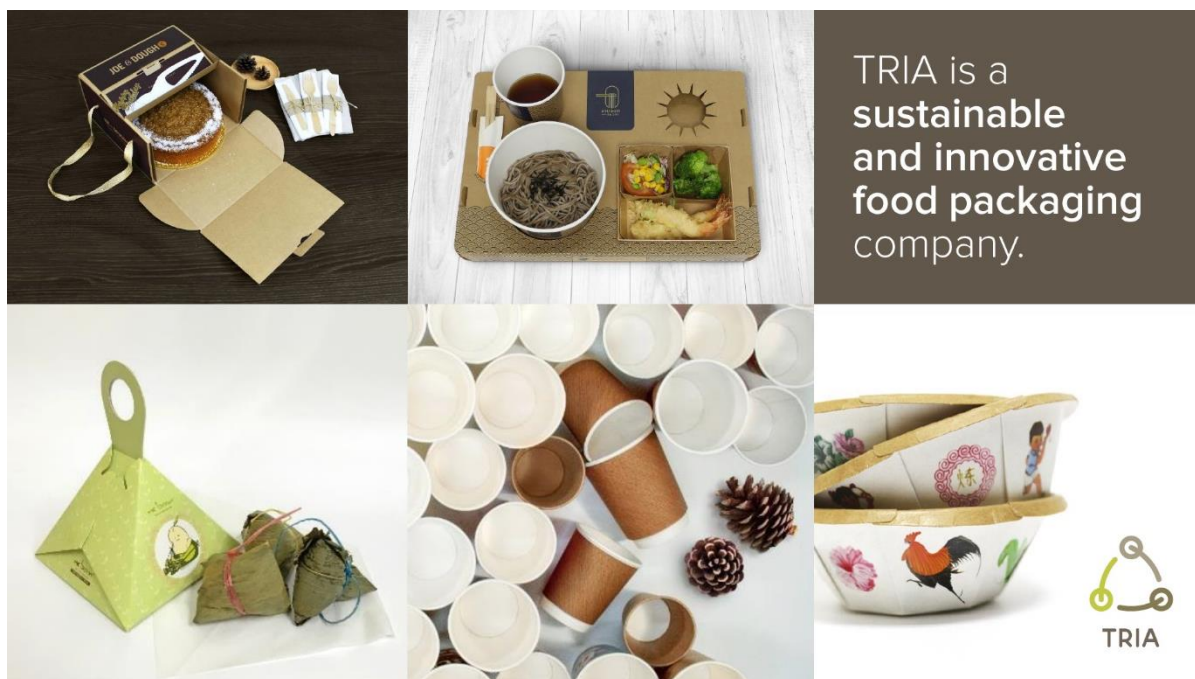




TRIA PTE. LTD.

9 Yishun Industrial Street 1, #03-65 North Spring Bizhub, Singapore 768163



The role: Business Development Manager

TRIA is a sustainable and innovative foodservice packaging company. Since our setting up in 2016, we have been challenging the industry with innovative designs (upstream), and with a world first close-loop approach addressing the waste issues of single-use foodware (downstream). These approaches had broken long-held boundaries for the industry and placed us in new territories which requires good market intuition.

The Business Development Manager will be instrumental to TRIA, as we make a push to change dated industry mindsets and practices. We require new narratives, go-to-market strategies and channels to reach out and promote our solutions.

The primary role of the Business Development Manager is to prospect for new clients by networking, cold calling, hosting PR events or other means of generating interest from potential clients; meanwhile to develop a rapport with new clients and set targets for sales and provide support that will continually improve the relationship. He/she will also be involved in developing strategies for new markets, working closely with the senior management to do so. Design and innovation is core to the company so a savviness in design articulation or innovation marketing is a big plus.

TRIA is a young company with a strong sense of purpose. We are looking for a passionate and driven personality who is prepared to grow with the company. TRIA currently enjoy a good momentum, with a 10x growth outlook in the next few years and plans to expand into key countries such as Australia, Europe and the US. As such, the candidate will require a growth and global mindset.



The scope

- Research and stay current with market trends, client insights and competition movements.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Present to and consult with senior management on business trends with a view to develop new services, products, and distribution channels.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Prospect for potential new clients and turn this into increased business.
- Conduct research on client organization to identify decision drivers and key decision makers.
- Plan approaches and pitches; working with the team to develop proposals that speaks to the client's needs, concerns, and objectives. Persuasive approaches and pitches will be needed to convince potential clients to do business with TRIA.
- Develop short-term and long-term go-to-market strategies, in line with company objectives, roadmap and budget.
- Support Product Marketing in the development of product strategy and R&D roadmaps.
- Introduce new innovations, products and services to existing clients to improve sales and enhance relationship.

The person

- A degree in Business/Marketing or equivalent
- Min. 3-5 years of experience in Sales, Marketing or Business Development. Preferably in product development environment.
- Passionate about environmental sustainability. F&B experience is a bonus
- Familiar with marketing knowledge and good application of the principles
- A pioneering attitude that is nimble and adaptive
- An eye for spotting opportunities and/or creating them
- Savvy in the use of design assets for marketing use
- Good eye for aesthetics and sharp with details
- Strong people and communication skills. Strong team attitude
- Strong command of English, Chinese is a plus
- Familiar with the use of Microsoft Excel and Powerpoint

To apply, kindly write in to jobs@tria.sg with your CV and/or resume. We regret to inform that only shortlisted applicants will be contacted.